

# UTILITY PATENT APPLICATION TRANSMITTAL

(Only for new nonprovisional applications under 37 CFR 1.53(b))

Attorney Docket No. P97,2784

First Named Inventor or Application Identifier

Laurie Cairns

Express Mail Label No: # EM12599655US

ADDRESS TO: Assistant Commissioner for Patents  
Box Patent Application  
Washington, DC 20231

## APPLICATION ELEMENTS

See MPEP chapter 600 concerning utility patent application contents.

1. ☒ Specification [Total Pages 15 ]
2. ☒ Drawing(s) (35USC 113) [Total Pages 2 ]
3. ☒ Declaration and Power of Attorney [Total Pages 2 ]

- a. ☒ Newly executed (original of copy)
- b. ☐ Copy from prior application (37CFR 1.63(d))  
(for continuation/divisional with Box 14 completed)

### [Note Box 4 Below]

- i. ☐ **DELETION OF INVENTOR(S)**  
Signed statement attached deleting  
Inventor(s) named in the prior application,  
see 37 CFR 1.63(d)(2) and 1.33(b).

4. ☐ Incorporation By Reference (usable if Box 3b is checked)  
The entire disclosure of the prior application, from which a  
copy of the oath or declaration is supplied under Box 3b,  
is considered as being part of the disclosure of the  
accompanying application and is hereby incorporated by  
reference therein.

## ACCOMPANYING APPLICATION PARTS

5. ☐ Assignment Papers (cover sheet & documentation)
6. ☒ Letter under 37 CFR 1.41(c).
7. ☐ English Translation Document (if applicable)
8. ☐ Information Disclosure Statement (IDS)/PTO-1449 ☐ Copies of IDS Citations
9. ☐ Preliminary Amendment
10. ☒ Return Receipt Postcard (MPEP 503)  
(Should be specifically itemized)
11. ☒ Small Entity ☐ Statement filed in prior application,  
Statement(s) Status still proper and desired
12. ☐ Certified Copy of Priority Document(s)
13. ☐ Other: \_\_\_\_\_

14. If a CONTINUING APPLICATION, check appropriate box and supply the requisite information:

☐ Continuation ☐ Divisional ☐ Continuation-in-part (CIP) ☐ of prior application No: \_\_\_\_\_/\_\_\_\_\_

## CLAIMS AS FILED

(1) FOR	(2) NUMBER FILED	(3) NUMBER EXTRA	(4) RATE	(5) BASIC FEE \$395.00
TOTAL CLAIMS 20	20			
INDEPENDENT CLAIMS 3	2			
ANY MULTIPLE DEPENDENT CLAIMS? (YES) (X) NO				
TOTAL FILING FEE →				\$395.00

☒ The Commissioner is hereby authorized to charge any additional fees which may be required in connection with this application, or credit any overpayment to ACCOUNT NO. 08-2290. A duplicate copy of this sheet is enclosed.

☒ A check in the amount of \$395.00 to cover the filing fee is enclosed.

## 15. CORRESPONDENCE ADDRESS

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SIGNATURE  
1081/1044:1159

DATE: February 24, 1998

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# SPECIFICATION

## TITLE "METHOD FOR PRODUCT PROMOTION"

### BACKGROUND OF THE INVENTION

#### Field of the Invention

The present invention relates generally to a method for promoting or advertising a product, brand, service or company and, specifically, to a method for fulfillment of a promotional contest.

#### Description of the Related Art

Products offered for sale are often promoted by contests or sweepstakes. The possibility of winning a prize in the contest brings the product or company to the attention of potential customers and may prompt them to purchase the product. Contests thereby increase sales of the product or other products of the company and related products of other manufacturers as customers are driven to participate in the contest. The contest may be conducted so as to require the participants to submit personal information to the company or to the contest promoter. This personal information is useful to the company or promoter in determining the demographics of the customer base.

A company or promoter conducting a contest to promote a product must provide so-called fulfillment for the contest. Fulfillment refers to receiving the contest entries, checking the entries to determine which of the entries are winners, and recording the personal information about the participants and statistical information on the contest itself. These tasks becomes quite burdensome, particularly if the fulfillment tasks are performed by the company since additional

personnel are required to assume these duties. Separate companies are often hired for contest fulfillment. This represents a considerable expense to the company hoping to promote its product. These costs reduce the benefits of running the contest, namely increased profits from higher sales.

5 Fulfillment is also required for rebates offered upon the purchase of a product. The purchaser of the product may, for example, be required to send a copy of the sales receipt, a portion of the product package, and personal information to the company to receive a rebate payment to effectively reduce the purchase price of the product. The burden on a seller of a popular product to fulfill these rebate requests is great, often resulting in delays that frustrate and  
10 anger the purchasers of the product, which counteracts the benefits of the goodwill generated by the rebate offer.

### **SUMMARY OF THE INVENTION**

An object of the present invention is to provide a method for fulfillment of contests which reduces costs to the contest promoter and speeds up access to information gathered from the  
15 contest participants.

Another object of the invention is to provide secure self fulfillment of sweepstakes promotions.

Yet another object is to provide immediate responses to the contest participants on their winning status.

20 A further object of the invention is to provide a direct link between an internet based promotion, specifically a world wide web (WWW) based promotion, and a seller of the promoted product or service.

Another object of the invention is to provide useful information on the product with a goal of building brand loyalty.

These and other objects and advantages of the invention are provided by a method for sweepstakes fulfillment which provides an in-store delivery mechanism tied directly to the product and which directs purchasers or others to an internet site, such as a world wide web sweepstakes site. The in-store delivery mechanism is, for example, a card or other article available in a store, and in one embodiment is a card in a product package. Purchasers of the product retrieve the card from the product package and are directed to contact the world wide web sweepstakes site to learn if they are winners of the sweepstakes. While in contact with the world wide web site, the purchasers are asked to input information. The requested information includes a code or password or other unique information which is printed on or otherwise on the in-store delivery mechanism, as well as personal information of the purchaser. A promoter of the sweepstakes, specifically a server computer of the promoter, receives this information and determines whether the purchaser is among one or more winners of the sweepstakes from the code or other unique information. The purchaser is notified while connected to the world wide web site of his or her winning status. The purchaser may also obtain coupons or discounts, receive rebates, or play games such as a game promoting the product while visiting the web site. The winning status of the purchaser is confirmed by instructing the limited number of winning purchasers to forward their original cards to the promoter for verification.

Meanwhile, the server computer of the promoter has collected the personal information of the purchaser and accumulates this personal information into a database with personal information of other purchasers. The promoter of the sweepstakes or contest thereby obtains

demographic data on the purchasers of the product without the expense of additional personnel or of hiring an outside service to perform this task. The sweepstakes entries are checked for winning status without the use of additional personnel to review each entry, providing a further cost savings. For the purchaser, the benefit is immediately knowing whether the entry is a winning entry or not.

The principles of the present method are applicable to a wide variety of contests and promotions. For example, present method may be used for many types of contests, including those offering product or service discounts or free merchandise. The present method may be used at trade shows to attract attention to a display or booth. The purchaser may instead be a potential purchaser of the product or service, whom it is hoped will make a purchase of the product or service. The card need only provide the purchaser information toward an electronic fulfillment site and a code, and may be a label, playing piece, coupon, <sup>booklet</sup> or other product insert or package component. The card may be printed in or carried in a product catalog or advertisement. The card may be provided in a magazine or newspaper as well. The card may instead be <sup>in a point of sale display or</sup> available <sup>^</sup> for pickup in a store or other retail location or even available electronically, such as over the internet.

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### **BRIEF DESCRIPTION OF THE DRAWINGS**

Figure 1 is a flow chart of the process steps in an exemplary embodiment of the present invention;

Figure 2 is a diagram of a product sale according to the present method; and

Figure 3 is a diagram of a fulfillment of a contest according to the invention.

## DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENTS

In Figure 1, the process of the invention is begun in step 10 by incorporating a card 12 provided with an internet address 14 and a code 16 into a package with a product 18. The step 10 may be carried out by an apparatus such as the rotary transfer device disclosed in U.S. Patent No. 5,431,274 which places the card 12 into or onto a product 18 package. Each product 18 in a production run is provided with a card 12 using the transfer device of the aforementioned patent, for example. Each of the cards 12 is provided with the internet address 14 and different codes 16, as will be described below. The incorporation of the card 12 into the product 18 packaging is accomplished by automated machinery which mounts the card by an adhesive, for example, on the product box or product container wherein it is covered by wrapping such as shrink wrap. The card 12 may be inserted into the package, such as into the product box, or may be under a label as well. Instead of placing the card 12 in or on the product package, the card may be incorporated into the product package by being printed on the package, printed as part of a label or on the back of a label. The product, for purposes of the present invention may be a product or service catalog or advertisement and the card is provided in the catalog or advertisement, such as by being inserted into the catalog or by being printed on a catalog page, for example.

The card 12, for purposes of the present invention, may be a card formed of stiff paper or a rigid or semi-rigid plastic or other substrate, or chipboard in the traditional sense, or may be a slip of paper, plastic piece, molded game piece, booklet or any type of playing piece, or it may be the back or inside of the label or box or a portion of the outside of the label or box, all of which are considered a card for purposes of the present invention. The intention is that the internet address 14 and code 16 information on the card 12, in whatever form it takes, is

5 available to the customer who has the card 12. In a preferred embodiment, the card 12 is provided on the product 18 package is such as way as to only be available to the purchaser after the product 18 is purchased. Ideally, the outside of the product package 18 includes information announcing the contest or sweepstakes and indicating that the card 12 or other playing piece is enclosed.

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The product 18 is any product or service that the seller, manufacturer, or promotional agency hopes to promote using the present method. The present method may also be used to promote the retail store selling the product. The product 18 for the present invention may be an advertisement or catalog for the product or service. The present method is not limited to promoting only the product 18 with which the card 12 is packaged, since the method may promote another product of the company, or a product or service of another company, or may promote the company in general so as to further the good will of the company among its customers and potential customers.

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As shown in Figure 2, the card 12 has been marked with the internet address 14 for an internet site, such as a world wide web site, at which is available custom developed web site for the contest or sweepstakes. The card has also been marked with the code or password 16 or other information. The code 16 may be unique to each card 12, or may be indicative of classes of applicants, such as one code for non-winning cards, another for a top level winner, and other or other encoded information of winners of second tier or lower prizes. Promotional information may also be marked on the card, including advertising, a discount coupon or other information.

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20 The product 18 with the enclosed card 12 is placed on the store shelf for sale by a retail seller as shown at step 20 in Figure 1, and a customer is driven to purchasing the product 18 by the opportunity to participate in the contest or sweepstakes. The placement of the product 18 in

the store 22 for sale is shown in Figure 2. The store 22 may be a catalog company, wholesale outlet or other product source. The customer 24 purchases the product 18 and so becomes a purchaser. An individual may also become a purchaser according to the present invention by obtaining the card by mail, <sup>in a direct mail package,</sup> picking up the card 12 at a store, at a kiosk, or at a trade show. The purchaser removes the product 18 from the store 22 as shown in Figure 2. After the sale of the product 18, the purchaser 24 finds the card 12 in the package and is motivated to use an internet enabled device, such as a computer, to contact the internet address 14 on the card 12. The contact from the purchaser is received by a server computer 38 at the internet address as shown at step 30, where the purchaser inquires as to whether the code 16 qualifies for a prize. This is also illustrated in Figure 3 by the purchaser 24 at a computer 32 or other internet enabled device using the computer to connect over a connection 34, for example, a phone line or network, to the internet 36 and to a server computer 38 of the promoter, <sup>or an agent of the promoter, such as an Internet service Provider.</sup>

For purchasers who have no access to the internet address, an alternative may be provided wherein the purchaser returns to card by mail, for example. This enables all purchasers to participate in the sweepstakes, but is not preferred.

Before the server computer informs the purchaser 24 of the purchaser's status in the sweepstakes or contest, personal information is collected from the purchaser at the internet address as shown at step 40 in Figure 1. This information is received over a connection 42 between the internet 36 and the promoter's server computer 38. The promoter's server computer 38 may be at the promoter's place of business 44 or another location. The personal information which the purchaser is asked to provide may include his or her name and address, and possibly other information such as his or her telephone number, age, income, race, zip code, e-mail



address, interests, the store at which the product was purchased, comments on and evaluation of the product, etc. depending on the needs of the promoter. Either before or after collecting the personal information from the purchaser at step 40, the purchaser is asked for the code 16 from the card at step 50. The purchaser may be admitted to a secure area of the internet site upon inputting a valid code or password.

After receiving the code 16 and the personal information from the purchaser 24, the code 16 is compared to a list of winning codes to determine whether that code is a winner at some prize level, as shown at step 60. Alternately, the code 16 which is input by the purchaser 24 may be subject to some computation, random selection, or other means for determining a winning or non-winning status, instead of the look-up list. The purchaser 24 is then informed of his or her status based on the code 16, in other words, whether the purchaser 24 has won some prize, as shown at step 70.

A purchaser 24 who is visiting the internet site may be invited to play a game or participate in some other enjoyable activity as a means for further promoting the good will of the product or company. This activity may be restricted to those purchasers who have been

admitted to the secure area of the site by inputting a valid code 16 or may be open to all visitors.

The purchaser may also be directed to participating retailers in his or her area.

The purchasers 24 who are identified as winning a prize or other award are requested by the server computer 38 to send the original card 12 with the winning code to the company selling the product or the promoter running the sweepstakes, as shown in Figure 3 at 82. The card 12 sent by mail, for example, by the purchaser 24 is received by the promoter at step 80 in Figure 1. The winning status of the card 12 can be verified, as shown at 90. Security measures such as copy protection may be implemented to assure that copies of the winning card 12 are not

for additional discounts and/or special promotions for the product and related products.

acceptable by the promoter.

Fewer personnel are required by the promoter to receive the returned cards 12, since only the winning cards (and perhaps a few others) will be sent in. Further, and more importantly, the personnel for recording of the purchaser information is dispensed with since the purchasers input this information themselves. After verification of the original card 12, the prize or prizes corresponding to the prize levels won by the purchaser is then forwarded to the winning purchasers at step 100 in Figure 1.

For purchasers 24 who did not win a prize and are not required to send the card 12 to the promoter, the card 12 may include a discount coupon or other promotion toward a future purchase. A rebate toward the purchase price may also be offered, and can be sent automatically or otherwise credited to the purchaser or a discount forwarded to the address which the purchaser input. In this way, the present method also provides to the seller automatic fulfillment of rebate promotions.

After the personal information of the purchasers has been received at the promoter's internet site by the promoter's server computer 38, the information is preferably accumulated into a database where may be sorted and used for future product promotions, for focusing of advertising to the purchasers, or other marketing advantages.

For the present method, the purchaser 24 need not be the individual who actually made the purchase of the product 18, but may be a family member, coworker or friend or other person who obtained the card 12 or who otherwise is performing the steps described herein. The internet enabled device 32 used for the connection to the internet site need not be owned by the purchaser but may be used by the purchaser temporarily such as at a public library, at a business or at a friend's house. The promoter may be the manufacturer of the product 18, an advertising

agency, an outside promoter, the retail seller or an agent thereof, or other entity assigned the task of performing the steps described herein. The internet site for which the address 14 is provided is preferably a site on the world wide web (WWW) portion of the internet, although it may be an FTP (file transfer protocol) site or some other type of site on the internet or on another computer network. For example, the present method may be performed over an on-line service, such as, America OnLine (AOL), or over any wide area network.

Thus, there is shown and described a method for fulfilling a promotional sweepstakes which reduces personnel expense on the part of the promoter by the participants inputting the fulfillment information directly into the promoter's database. The purchaser is informed immediately of his or her winning status, and the promoter is provided an opportunity to communicate directly with purchasers of the product.

Although other modifications and changes may be suggested by those skilled in the art, it is the intention of the inventors to embody within the patent warranted hereon all changes and modifications as reasonably and properly come within the scope of their contribution to the art.

**1 CLAIM:**

1. A process for product promotion, comprising the steps of:

2 providing a product;

incorporating card information into said product, said card information directing a purchaser to

4 a network address and including a code;

receiving a purchaser's inquiry at said network address;

6 receiving said code from said purchaser;

obtaining purchaser information from said purchaser;

8 informing said purchaser whether said purchaser has won a prize based on said code.

2. A process as claimed in claim 1, wherein step of incorporating card information into

2 said product includes incorporating a card into packaging of said product, said card including

said network address and said code.

3. A process as claimed in claim 1, wherein said network address is a world wide web

2 address in the internet.

4. A process as claimed in claim 1, wherein said network address is a wide area network

2 address.

5. A process as claimed in claim 1, wherein said network address is an address in an on-

2 line service.

6. A process as claimed in claim 1, wherein said product is a product for sale at a retail store.

7. A process as claimed in claim 1, wherein said product is a catalog.

8. A process as claimed in claim 1, wherein said step of obtaining said purchaser information includes obtaining said purchaser's name and street address.

9. A process as claimed in claim 1, wherein said step of obtaining said purchaser information includes obtaining said purchaser's e-mail address.

10. A process as claimed in claim 1, wherein said step of obtaining said purchaser information includes obtaining said purchaser's telephone number.

11. A process as claimed in claim 1, wherein said step of obtaining said purchaser information includes obtaining said purchaser's postal zip code.

12. A process as claimed in claim 1, further comprising the step of:  
providing the purchase with a discount on subsequent purchases of said product.

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13. A process as claimed in claim 1, further comprising the step of:

providing the purchase with a game to play while connected to said network address.

14. A process as claimed in claim 1, further comprising the step of:

collecting purchaser identity information in a database.

15. A process as claimed in claim 14, further comprising the step of:

performing research on said database.

16. A process as claimed in claim 14, further comprising the step of:

sending promotional material to purchaser's in said database.

17. A process as claimed in claim 1, further comprising the steps of:

providing a secure area at said network address,

obtaining said code from said purchase, and

admitting said purchaser to said secure area upon entry of a valid code.

18. A method for promoting a product, comprising the steps of:

providing a plurality of cards each marked with an internet address and respective unique codes;  
incorporating said plurality of cards into packaging of a corresponding plurality of product units,

each of said cards being incorporated into one of said product unit packages;  
providing said product units for sale to purchasers;



**ABSTRACT OF THE DISCLOSURE**

A method for providing fulfillment in a promotional contest includes providing a card in a product package marked with an internet address and a password. The purchaser of the product contacts the internet address and inputs personal information and the password to learn if the purchaser is a winner in the contest. If the purchaser is a winner, the card is sent to the company to verify the winning status before sending the prize to the purchaser.





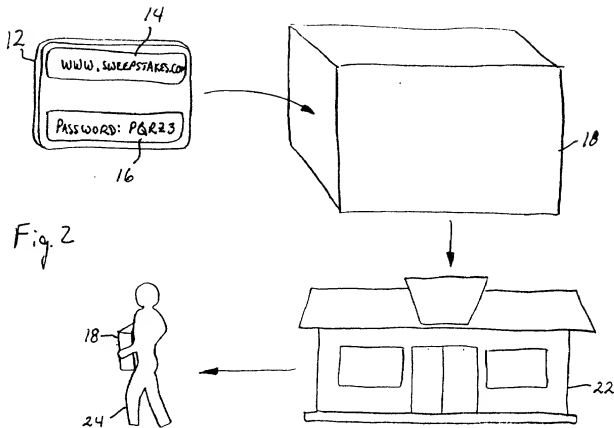
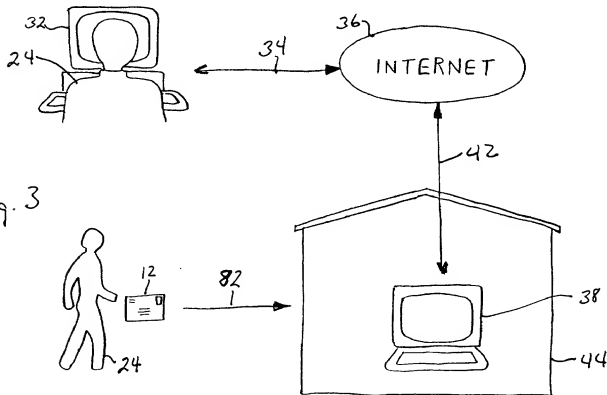


Fig. 3



Applicant or Patentee: Laurie Cairns Attorney's Docket No. P97.2784  
 Serial or Patent No.: \_\_\_\_\_ Filed or Issued: \_\_\_\_\_  
 For: "METHOD FOR PRODUCT PROMOTION"

**VERIFIED STATEMENT (DECLARATION) CLAIMING SMALL ENTITY  
 STATUS (37 CFR 1.9 (f) and 1.27 (b)) - INDEPENDENT INVENTOR**

As a below named inventor, I hereby declare that I qualify as an independent inventor as defined in 37 CFR 1.9 (c) for purposes of paying reduced fees under section 41 (a) and (b) of Title 35, United States Code to the Patent and Trademark Office with regard to the invention entitled "METHOD FOR PRODUCT PROMOTION" described as:

☐ the specification filed herewith  
☐ application serial no. \_\_\_\_\_, filed \_\_\_\_\_  
☐ patent no. \_\_\_\_\_, issued \_\_\_\_\_

I have not assigned, granted, conveyed or licensed and am under no obligation under contract or law to assign, grant, convey or license, any rights in the invention to any person who could not be classified as an independent inventor under 37 CFR 1.9 (c) if that person had made the invention, or to any concern which would not qualify as a small business concern under 37 CFR 1.9 (d) or a nonprofit organization under 37 CFR 1.9 (e).

Each person, concern or organization to which I have assigned, granted, conveyed, or licensed or am under an obligation under contract or law to assign, grant, convey, or license any rights in the invention is listed below:

☐ no such persons, concern, or obligation  
☐ persons, concerns or organizations listed below\*

\*NOTE: Separate verified statements are required from each named person, concern or organization having right to the invention averring to their status as small entities. (37 CFR 1.27)

FULL NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_  
☐ individual ☐ small business concern ☐ non-profit organization

FULL NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_  
☐ individual ☐ small business concern ☐ non-profit organization

FULL NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_  
☐ individual ☐ small business concern ☐ non-profit organization

I acknowledge the duty to file, in this application or patent, notification of any change in status resulting in loss of entitlement to small entity status prior to paying, or at the time of paying, the earliest of the issue fee or any maintenance fee due after the date on which status as a small entity is no longer appropriate. (37 CFR 1.28 (b))

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application, any patent issued thereon, or any patent to which this verified statement is directed.

Laurie Cairns

NAME OF INVENTOR \_\_\_\_\_ NAME OF INVENTOR \_\_\_\_\_ NAME OF INVENTOR \_\_\_\_\_

Signature of Inventor \_\_\_\_\_ Signature of Inventor \_\_\_\_\_ Signature of Inventor \_\_\_\_\_

Date \_\_\_\_\_ Date \_\_\_\_\_ Date \_\_\_\_\_

00028718-02498

**DECLARATION AND POWER OF ATTORNEY**

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name.

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

## METHOD FOR PRODUCT PROMOTION

Case No. P97,2784, the specification of which

(check  
one)        X   is attached hereto.  
                    was filed on \_\_\_\_\_, as  
             Application Serial No. \_\_\_\_\_  
             and was amended on \_\_\_\_\_  
             (if applicable)

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims as amended by any amendment referred to above.

I acknowledge the duty to disclose to the United States Patent Office all information which is known to me to be material to the patentability of this application in accordance with Title 37, Code of Federal Regulations, 1.56(a).<sup>1</sup>

I do not know and do not believe this invention was ever known or used in the United States of America before my or our invention thereof, or patented or described in any printed publication in any country before my or our invention thereof or more than one year prior to this application, that the same was not in public use or on sale in the United States of America more than one year prior to this application, and I believe that the invention has not been patented or made the subject of an inventor's certificate issued before the date of this application in any country foreign to the United States of America on an application filed by me or my legal representatives or assigns more than twelve months prior to this application, and that no application for patent or inventor's certificate on this invention has been filed in any country foreign to the United States of America prior to this application by me or my legal representatives or assigns, except as identified below:

I hereby claim foreign priority benefits under Title 35, United States Code, 119 of any foreign application(s) for patent or inventor's certificate listed below

<b>Prior Foreign Application(s)</b>		
<b>Number</b>	<b>Country</b>	<b>Date</b>

and have also identified below any foreign application for patent or inventor's certificate having a filing date before that of the above listed application on which priority is claimed:

Prior Foreign Application(s)		
Number	Country	Date

(b) Under this section, information is material to patentability when it is not cumulative to information already of record or being made of record in the application, and

- (1) It establishes, by itself or in combination with other information, a *prima facie* case of unpatentability of a claim; or
- (2) It refutes, or is inconsistent with, a position the applicant takes in:

- (i) Opposing an argument of unpatentability relied on by the Office, or
- (ii) Asserting an argument of patentability.

A *prima facie* case of unpatentability is established when the information compels a conclusion that a claim is unpatentable under the preponderance of evidence, burden-of-proof standard, giving each term in the claim its broadest reasonable construction consistent with the specification, and before any consideration is given to evidence which may be submitted in an attempt to establish a contrary conclusion of patentability.

If no priority is claimed, I have identified all foreign patent applications filed prior to this application:  
Prior Foreign Application(s)  
Number Country Date

And I hereby appoint Messrs. John D. Simpson (Registration No. 19,842), Lewis T. Steadman (17,074), Dennis A. Gross (24,410), Robert M. Barrett, (30,142), Steven H. Noll (28,982), Kevin W. Guynn (29,927), Robert M. Ward (26,517), Brett A. Valiquet (27,841), Edward A. Lehman (22,312), David R. Metzger (32,919), James D. Hobart (24,149), Melvin A. Robinson (31,870), John R. Garrett (27,888), Brian M. Mattson (35,018), Paula J. Kelly (37,624), John W. Cornell (30,169), Robert J. Depke (37,607), Joseph P. Reagen (35,332), Michael R. Hull (35,902), Michael S. Leonard (37,557), and Marvin Moody (16,549) all members of the firm of Hill & Simpson, A Professional Corporation

Telephone: 312/876-0200 Ext. 3044

my attorneys with full power of substitution and revocation, to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith and direct that all correspondence be forwarded to:

Hill & Simpson  
A Professional Corporation  
85th Floor Sears Tower, Chicago, Illinois 60606

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Full name of sole or first inventor Laurie Cairns  
Inventor's signature [Signature] Date Feb. 24, 1998  
Residence Park Ridge, Illinois  
Citizenship U.S.  
Post Office Address 1001 S. Greenwood Avenue  
Park Ridge, Illinois 60068

Full name of second joint inventor,  
(if any) \_\_\_\_\_

Inventor's signature \_\_\_\_\_ Date \_\_\_\_\_  
Residence \_\_\_\_\_  
Citizenship \_\_\_\_\_  
Post Office Address \_\_\_\_\_

Full name of third joint inventor,  
(if any) \_\_\_\_\_

Inventor's signature \_\_\_\_\_ Date \_\_\_\_\_  
Residence \_\_\_\_\_  
Citizenship \_\_\_\_\_  
Post Office Address \_\_\_\_\_

09028718-022498